



RECORD OF REQUEST FOR POLITICAL TIME

**CANDIDATE ADVERTISEMENT FORM**  
(TO BE PLACED IN POLITICAL FILE)

Date: 10.6.16 Request made by: Arsement Media by phone ☒ in  
person ☐ On behalf of: Mary Werner (Committee name) For candidacy or  
issue: Public Svc. Comm D4 (Candidate/Issue)

PRIMARY ELECTION ☒  
GENERAL or SPECIAL ELECTION ☐

POLITICAL PARTY:

Democrat ☒  
Republican ☐  
Other ☐

Legally-Qualified Candidate for the Office of: Public Svc. Comm. Dist 4

Information Requested: Schedule

Information Provided: Schedule

Time Requested: [May attach copies of faxed orders and contracts]

Length of Cablecast	Hour	Days	Class of Time	Times Per Week	Package or Rotation	Number of Weeks	Rate

Date of First Cablecast: 10.17.16 Date of Last Cablecast: 10.23.16

Total Charges: \$ 4090.20

If not already on file, list chief executive officer(s) or members of the executive committee or board of directors of sponsoring organization, for candidate include treasurer of authorized campaign committee.

X \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> Suddenlink (5783, 7559) - Lake Charles, LA	<b>Date:</b> October 6, 2015
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I, Arsement Media Group,

being/on behalf of: Mary Werner,

a legally qualified candidate of the Democratic

political party for the office of: Public Service Commissioner - District 4

in the Primary

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Please see schedule.					

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

The Campaign to Elect Mary Werner for PSC

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Donna Williams

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

October 6, 2015

**Date**



**Signature**

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

**Signature**

**Printed Name**

**Title**

# Insertion Order

Market: Lake Charles  
Vendor: Suddenlink - Carlyss/Moss Bluff 7559  
Station Rep: Dawn Arceneaux  
Phone: (318) 419-3251  
Email: dawn.arceneaux@suddenlink.com  
Campaign Remarks:

Mary Werner

Campaign: MW 10.10-10.23  
Flight Dates: 10/10/2016 to 10/23/2016  
Contract No: 1550117563  
Rev. No: 1

Arsement Media Group

Buyer: Kalyn Simon  
kalyn@arsementmedia.com

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	Oct 17	Spots
1	MTWRFSSaSu	6:00A-9:00A	/0	CNN	CNN Carlyss/Moss Bluff 7559	3.00 42.00	14	14
Comments: LUR Rate								
2	MTWRFSSaSu	9:00A-6:00P	/0	CNN	CNN Carlyss/Moss Bluff 7559	2.00 28.00	14	14
Comments: LUR Rate								
3	MTWRFSSaSu	6:00P-12:00A	/0	CNN	CNN Carlyss/Moss Bluff 7559	4.00 56.00	14	14
Comments: LUR Rate								
4	MTWRFSSaSu	6:00A-9:00A	/0	FOOD	FOOD Carlyss/Moss Bluff 7559	5.00 0.00	0	0
Comments: LUR Rate								
5	MTWRFSSaSu	9:00A-6:00P	/0	FOOD	FOOD Carlyss/Moss Bluff 7559	4.00 0.00	0	0
Comments: LUR Rate								
6	MTWRFSSaSu	6:00P-12:00A	/0	FOOD	FOOD Carlyss/Moss Bluff 7559	6.00 0.00	0	0
Comments: LUR Rate								
7	MTWRFSSaSu	6:00A-9:00A	/0	FXNC	FXNC Carlyss/Moss Bluff 7559	15.00 150.00	10	10
Comments: NP Rate								
8	MTWRFSSaSu	9:00A-6:00P	/0	FXNC	FXNC Carlyss/Moss Bluff 7559	8.00 112.00	14	14
Comments: NP Rate								
9	MTWRFSSaSu	6:00P-12:00A	/0	FXNC	FXNC Carlyss/Moss Bluff 7559	20.00 280.00	14	14
Comments: NP Rate								
10	MTWRFSSaSu	6:00A-9:00A	/0	HGTV	HGTV Carlyss/Moss Bluff 7559	6.00 84.00	14	14
Comments: NP Rate								
11	MTWRFSSaSu	9:00A-6:00P	/0	HGTV	HGTV Carlyss/Moss Bluff 7559	4.00 56.00	14	14

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	Oct 17	Spots
Comments: NP Rate								
12	MTWRFSSaSu	6:00P-12:00A	/0	HGTV	HGTV Carlyss/Moss Bluff 7559	9.00 126.00	14	14
Comments: NP Rate								

Month	Spots	Gross	Net
Oct-2016	122	\$934.00	\$793.90
Totals	122	\$934.00	\$793.90

Comments: Thank you!

Traffic:

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Arsenment Media Group**  
 104 Live Oak Drive  
 Lafayette, LA 70503  
 (337) 501-9900

**Buyer**  
 Kalyn Simon  
 kalyn@arsenmentmedia.com  
 (337) 849-3251



# Insertion Order

Market: Lake Charles  
Vendor: Suddenlink - Lake Charles/Sulphur/Iowa 5783  
Station Rep: Dawn Arceneaux  
Phone: (318) 419-3251  
Email: dawn.arceneaux@suddenlink.com  
Campaign Remarks:

Mary Werner

Campaign: MW 10.10-10.23  
Flight Dates: 10/10/2016 to 10/23/2016  
Contract No: 1550117563  
Rev. No: 1

Arsement Media Group

Buyer: Kalyn Simon  
kalyn@arsementmedia.com

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	Oct	Spots
1	MTWRFSSaSu	6:00A-9:00A	/0	CNN	CNN Lake Charles/Sulfur/Iowa 5783	23.00 322.00	14	14
Comments: LUR Rate								
2	MTWRFSSaSu	9:00A-6:00P	/0	CNN	CNN Lake Charles/Sulfur/Iowa 5783	12.00 168.00	14	14
Comments: LUR Rate								
3	MTWRFSSaSu	6:00P-12:00A	/0	CNN	CNN Lake Charles/Sulfur/Iowa 5783	27.00 378.00	14	14
Comments: LUR Rate								
4	MTWRFSSaSu	9:00A-6:00P	/0	FOOD	FOOD Lake Charles/Sulfur/Iowa 5783	15.00 0.00	0	0
Comments: LUR Rate								
5	MTWRFSSaSu	6:00P-12:00A	/0	FOOD	FOOD Lake Charles/Sulfur/Iowa 5783	16.00 0.00	0	0
Comments: LUR Rate								
6	MTWRFSSaSu	6:00A-9:00A	/0	FXNC	FXNC Lake Charles/Sulfur/Iowa 5783	65.00 910.00	14	14
Comments: NP Rate								
7	MTWRFSSaSu	9:00A-6:00P	/0	FXNC	FXNC Lake Charles/Sulfur/Iowa 5783	38.00 532.00	14	14
Comments: NP Rate								
8	MTWRFSSaSu	6:00A-9:00A	/0	HALL	HALL Lake Charles/Sulfur/Iowa 5783	4.00 56.00	14	14
Comments: LUR Rate								
9	MTWRFSSaSu	9:00A-6:00P	/0	HALL	HALL Lake Charles/Sulfur/Iowa 5783	3.00 42.00	14	14
Comments: LUR Rate								
10	MTWRFSSaSu	6:00P-12:00A	/0	HALL	HALL Lake Charles/Sulfur/Iowa 5783	7.00 98.00	14	14
Comments: LUR Rate								
11	MTWRFSSaSu	6:00A-9:00A	/0	HGTV	HGTV Lake Charles/Sulfur/Iowa 5783	25.00 350.00	14	14





**ACKNOWLEDGMENT OF POLITICAL CABLECASTING POLICIES**  
**OF Suddenlink Media Central**

This will acknowledge receipt of "Information Concerning Political Advertising Policies of Suddenlink Media (the "Political Policy").

I agree that all purchases of advertising time on the Suddenlink Media (the "System") which I make by or on behalf of legally-qualified political candidates will be made subject to this Acknowledgment and the Political Policy.

I acknowledge that I have been informed to my satisfaction concerning the classes of time which are available to advertisers, including without limitation every level of preemptibility; the chances of preemption for the various levels of preemptibility; the availability of discount packages and rotations, including the System's willingness to negotiate combinations of time suitable to the needs of particular candidates; the System's lowest unit charge and related privileges for each class of time; **Preemptable time is based upon advertiser demand; spot placement is determined on an equal opportunity priority basis within traffic and billing system. Suddenlink Media will use its best efforts to make-good preempted spots and/or to notify the candidate what options are available.**

I recognize that the Federal Communications Commission ("FCC") has exclusive jurisdiction under the Communications Act of 1934, as amended (the "Act"), with respect to all disputes concerning purchases of advertising time by or on behalf of legally-qualified political candidates, specifically including all disputes concerning charges for candidates' "uses" of System's facilities. I acknowledge that all such disputes will therefore be governed exclusively by the Act, and the rules and policies of the FCC, and must be resolved exclusively before the FCC, subject to such judicial review as is provided for by the Act. In order to ensure that material necessary to resolution of such disputes is maintained, any such complaint should be filed with the FCC promptly.

[To be completed by a Candidate: I certify that all advertising purchased by me that does not qualify as a "use" under federal law for cablecast on the System will include my recognizable voice or image. I agree to indemnify and hold the System harmless from and against any and all damages and liability, including reasonable attorneys' fees, which may be assessed against the System as the result of its cablecast of advertising purchased by me which does not qualify as a "use".]

If I am an agent acting on behalf of a candidate, I certify that I have made full disclosure to the candidate of the information provided to me by the System concerning its political advertising policies, and, if not, that I have been specifically authorized by the candidate to purchase advertising time on the System on his or her behalf without the need to make such full disclosure. I further represent that all advertising which I purchase on the candidate's behalf will include the candidate's recognizable voice or image. Unless I am acting on behalf of a candidate for federal elective office, I further represent that the candidate agrees to indemnify and hold the System harmless from and against any and all damages and liability, including reasonable attorneys' fees, which may be assessed against the System as the result of its cablecast of advertising not involving a "use" by the candidate which I purchase on the candidate's behalf. I further represent that I am authorized by all candidates on whose behalf I purchase time to agree to the terms and conditions set forth herein.

By: Kalyn Simon *KS Simon*

On behalf of: Mary Werner - Public Svc. Comm D4

Date: May 17, 2016